



WPTV

ORDER

Print Date 08/21/12

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Flight Dates **08/08/12-08/14/12**

Contract / Revision **307226 /**
Original Date / Revision
 08/07/12 08/07/12
Advertiser **RNC-Romney / Republican /**
Agency **American Rambler Producti**
Buying Contact
138 Conant Street
Beverly, MA 01915

Product
RNC-Romney
Agency Com 15%
Billing Contact
138 Conant Street
Beverly, MA 01915
Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00
Estimate # **20**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL CAND
Product Codes PL
Priority P-2
Advertiser Ref

Primary Account Executive
 Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	59	\$81,770.00	\$96,200.00	0.00
Totals	59	\$81,770.00	\$96,200.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/14/12	59	\$81,770.00	\$96,200.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WPTV	08/08/12	08/14/12	M-F 6-7a M-F 6-7a	CM	6-7a	22-11--	:30	6	\$1,500.00	P-2	0.00	NM	6	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/08/12	08/14/12	22-11--	6		\$1,500.00		0.00						
E 2	WPTV	08/08/12	08/12/12	Oly Prime M-Su Prime M-Su/Olympics	CM	7p-12a	---112-	:30	4	\$6,000.00	P-2	0.00	NM	4	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/08/12	08/14/12	---112-	4		\$6,000.00		0.00						
E 3	WPTV	08/08/12	08/10/12	Today Show/Olympics Today Show/Olympics 7-1	CM	7-10a	---22--	:30	4	\$2,500.00	P-2	0.00	NM	4	\$10,000.00



WPTV

Print Date: 08/21/12

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Contract / Revision **307226** Flight Dates **08/08/12-08/14/12**

Hiatus Dates

Original Date / Revision 08/07/12/ 08/07/12

Order Sep 00:20:00

Advertiser **RNC-Romney / Republican** Product **RNC-Romney**

Estimate # **20**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WPTV	08/08/12	08/10/12	Today Show/Olympics Today Show/Olympics 7-1	CM	7-10a	--- 22--	:30	4	\$2,500.00	P-2	0.00	NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/08/12	08/14/12	--- 22--		4			\$2,500.00			0.00			
E 5	WPTV	08/08/12	08/12/12	Oly Daytime Daytime/Olympics	CM	10a-5p	-- 333--	:30	9	\$950.00	P-2	0.00	NM	9	\$8,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/08/12	08/14/12	-- 333--		9			\$950.00			0.00			
E 6	WPTV	08/08/12	08/14/12	M-F 5-530p M-F 5-530p	CM	5-530p	22111--	:30	7	\$800.00	P-2	0.00	NM	7	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/08/12	08/14/12	22111--		7			\$800.00			0.00			
E 7	WPTV	08/08/12	08/14/12	M-F 530-6p M-F 530-6p	CM	530-6p	22111--	:30	7	\$850.00	P-2	0.00	NM	7	\$5,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/08/12	08/14/12	22111--		7			\$850.00			0.00			
E 8	WPTV	08/08/12	08/14/12	M-F 6-630p M-F 6-630p	CM	6-630p	22111--	:30	7	\$1,200.00	P-2	0.00	NM	7	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/08/12	08/14/12	22111--		7			\$1,200.00			0.00			
E 10	WPTV	08/08/12	08/14/12	Oly M-Su Late News M-Su Late News/Olympic:	CM	11p-1235a	----- 22	:30	4	\$1,500.00	P-2	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/08/12	08/14/12	----- 22		4			\$1,500.00			0.00			
E 11	WPTV	08/08/12	08/12/12	Oly Sa-Su Wknd DY Wkend Sa/Su Olympics	CM	5a-6p (10:00 AM-6:00 PM)	----- 2-	:30	2	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/08/12	08/14/12	----- 2-		2			\$1,800.00			0.00			
N 12	WPTV	08/13/12	08/14/12	M-F 7-9a M-F 7-9a	CM	7-9a	22-----	:30	4	\$1,800.00	P-2	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/08/12	08/14/12	22-----		4			\$1,800.00			0.00			
N 13	WPTV	08/13/12	08/14/12	M-F 9-10a M-F 9-10a	CM	9-10a	11-----	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/08/12	08/14/12	11-----		2			\$500.00			0.00			
N 14	WPTV	08/13/12	08/14/12	M-F 10-11a M-F 10-11a	CM	10-11a	11-----	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/08/12	08/14/12	11-----		2			\$450.00			0.00			
N 15	WPTV	08/08/12	08/12/12	Oly Closing Closing Olympics	CM	7p-12xm	----- 1	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/08/12	08/14/12	----- 1		1			\$6,000.00			0.00			
Totals														59	\$96,200.00